

# **EXHIBIT E**

**Tweet posted by Paul Gift  
(@MMAanalytics) on  
Twitter, dated November 3rd,  
2018 at 1:43 AM**

The image shows a Twitter search results page with the following details:

- Search Query:** McGregor - Q generated History
- Profile Picture:** A black and white portrait of a man with short hair, wearing a dark shirt.
- Profile Information:** Paul Gift (@MMAAnalytics) - Sports economist, MBA professor, Licensed MMA referee & judge. Writing about MMA biz at @ForbesSports & MMA analytics etc. at @BloodyElbow. Located in Los Angeles, joined in March 2012.
- Post:** A tweet from Paul Gift (@MMAAnalytics) dated 1:43 AM - 3 Nov 2018. The tweet reads: "Conor McGregor got his own exhibit, guys. #UFC trying to show fighters weren't foreclosed from rivals with, among others, exhibit on timeline of McG's ranking." The tweet has 3 Retweets and 2 Likes.
- Reply Thread:** A conversation between Paul Gift (@MMAAnalytics) and MMAFA (@MMAFA).
  - MMAFA asks: "How did McGregor move up rankings?" Paul Gift replies: "Did you ask a #UFC person that in a depo? Spill the beans, Rob. Or tell me if it's not redacted and I missed it."
  - MMAFA asks: "What do you think Paul? How did McGregor ascend the rankings (all the way to #1)?" Paul Gift replies: "Via exclusionary conduct towards venues, sponsors, and TV networks is my guess. Monopoly broth is nasty."
  - MMAFA replies: "Not responsive. You have no thoughts about?" Paul Gift's response is cut off.
- Header:** The search bar shows the query "McGregor - Q generated History".
- Sidebar:** A sidebar on the right shows a large image of the same man in the profile picture, with a teal overlay.
- Footer:** The footer includes the Twitter logo and links to "About", "Help Center", "Terms", "Privacy policy", "Cookies", and "Ads info".